

Mapping Out the Flow of the Sale

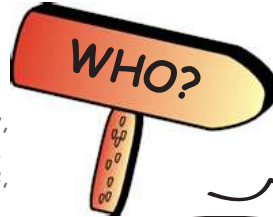
A Worksheet to a Smooth Ride



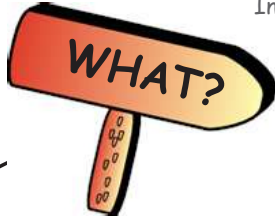
#1. Describe your Product(s)/Service(s):



#2. Who are your customers?

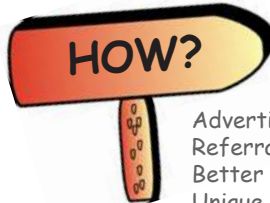


Male, Female, Young, Old, Wealthy, Middle Class, Couples, Groups, Professionals, Singles, Businesses, Institutions, Government, Nonprofits, etc....



#3. What's involved in the sale?

Equipment, Brochures, Menus, Price Lists, Contracts, Agreements, Deposits, Weather, Gas, Invoices, Envelopes, Communications, Stamps, Cost Tracking, Transportation, Time, Utilities Hardware, Software, Insurance, Business Cards, Letterhead, Zoning, Facilities, Bookkeeping, Web site, Taxes, Inventory, Supplies... - What else?



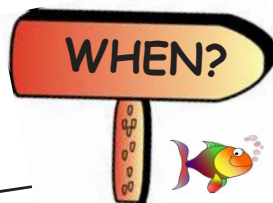
#4. How will you get & keep customers?

Advertising, Promotion, Social Media, Referrals, Word-of-Mouth, Networking, Better Service, Lower Price, Loyalty Programs, Unique Offerings, Better Quality, Frequent Communications... - What else?



#5. Where can you get help?

BuzVR.org, NH Voc. Rehab, nhsbdc.org, BUZGate.org, SCORE.org, Bookkeepers, Accion.org Microfinance, NH Made.org, HannahGrimes.com, WRENCommunity.org, myExpertnet.org, Friends, Family, Chambers, Networking Groups, 5-Steps Guide, Counselors, Free Webinars, Low-Cost Workshops... - What else?



#6. When will you know you succeeded?



INSTRUCTIONS: Brainstorm with your business counselor, family, friends, peers, colleagues and others by jotting down your ideas in response to each question. The goal is to see yourself making your first sale and enjoying the ride along the way!



Sales, Profits, Happy Customers, Covering Expenses, Established Processes, Repeat Sales, Strong Referrals... - What else? Don't forget - "Happy YOU!"